

**Narrative Report
Sacramento Visitors Center
B.F. Hastings Building,
Old Sacramento State Historic Park**

David Stuart
Sacramento History Alliance, Inc.
October 2016-June 2018

In accordance with an agreement among California Department of Parks and Recreation, City of Sacramento, Visit Sacramento, and the Sacramento History Alliance (SHA), SHA began operation of the Sacramento Visitors Center in October 2016. One visitor center staff continued from prior operations, while several additional staff members were hired. The Visitors Center has been open and staffed seven days per week from 10 a.m. to 6 p.m., except for a few holidays. Several staff are cross-trained to work at the Sacramento History Museum as well (some are even tour guides), which allows efficient coverage of breaks, etc. The Museum Facilities and Guest Services Manager oversees the operations of the Visitor Center and checks on the Visitor Center daily. Museum janitorial staff assist with Visitor Center housekeeping. SHA bookkeeping and accountings keeps complete financial records for the Visitor Center, as reflected in the fiscal portion of this report.

Since October 2016, SHA has made many upgrades to the Visitor Center space. The interior layout was reconfigured and the restroom remodeled. New exhibits were developed, fabricated, and installed. Lighting was improved. All new signing was developed and installed, including the noteworthy canvas banners on the street.

A new phone system and point of sales (POS) system were installed, both supported by the City of Sacramento IT division. New display furniture was purchased and installed. The merchandiser for the gift shop at the Sacramento History Museum developed merchandise for the Visitor Center specific to its mission, featuring items sought by travelers (for example, maps and small travel games). Visitor Center staff reach out to the greater Sacramento community to obtain brochures and flyers helpful to visitors.

During extreme summer heat, the Visitor Center has served as a cooling center with free bottled water. The SHA Old Sacramento Gold Fever! walking tours start at the Visitor Center, creating traffic and excitement. On average, the Sacramento Visitor Center has more than 5,000 visitors per month. A breakdown of the origins of visitors in a recent month is attached.

Annual Revenue and Expenditure Report

Operating Agreements

Park Unit Old Sacramento SHP

Operating Agency Sacramento History Alliance, Inc.

State's Fiscal Year Oct. 2016 to June 2017

Estimated Total Visitors 40,000

	Gross Revenue	Expenditures	Balance
Visitor Entrance or Use Fees <u>NA</u>			
Parking Fees <u>NA</u>			
Concession <u>NA</u>			
Gross Sales \$ <u>NA</u>			
Concession <u>NA</u>			
Gross Sales \$ <u>NA</u>			
Concession <u>NA</u>			
Gross Sales \$ <u>NA</u>			
Special Events <u>NA</u>			
Miscellaneous Revenue	117,000		
Total Annual Revenue	117,000		
Salaries & Wages		33,733	
Maintenance & Housekeeping		687	
Utilities/rent		17,500	
Capital Improvement Projects/exhibits		50,041	
Miscellaneous Expenses		489	
Total Annual Expense		102,450	
Grand Totals	117,000	102,450	14,550

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Accrual Basis

SACRAMENTO HISTORY ALLIANCE, INC.

Profit & Loss by Class

As of June 30, 2017

Oct '16 - June '17

	Visitor Center	TOTAL
Ordinary Income/Expense		
Income		
4770 - Visitor Center Program		
4772 - City Contribution	37,000.00	37,000.00
4774 - SCVB Contribution	30,000.00	30,000.00
4770 - Visitor Center Program - Other	50,000.00	50,000.00
Total 4770 - Visitor Center Program	117,000.00	117,000.00
Total Income	117,000.00	117,000.00
Gross Profit	117,000.00	117,000.00
Expense		
6000 - Administration		
6001 - Salaries & Wages	1,459.00	1,459.00
6007 - Payroll Tax	0.00	0.00
Total 6000 - Administration	1,459.00	1,459.00
7770 - Visitor Center		
7750 - VC - Wages	26,259.85	26,259.85
7752 - VC - Payroll Taxes	6,015.93	6,015.93
7756 - VC - BF Hastings Support	17,500.00	17,500.00
7761 - VC - Uniforms	473.19	473.19
7764 - VC - Supplies	214.01	214.01
7755 - VC - Miscellaneous	487.05	487.05
7768 - VC - Start-Up Costs		
7769 - VC - Visitor Center Exhibit	10,593.51	10,593.51
7768 - VC - Start-Up Costs - Other	39,448.20	39,448.20
Total 7768 - VC - Start-Up Costs	50,041.71	50,041.71
Total 7770 - Visitor Center	100,991.74	100,991.74
Total Expense	102,450.74	102,450.74
Net Ordinary Income	14,549.26	14,549.26
Net Income	14,549.26	14,549.26